

News to Educate, Engage, and Empower Entrepreneurs

ENTREPRENEURSHIP INVESTIGATION CAMPS FLOURISH ACROSS NEBRASKA

4-H entrepreneurship camps engaged young people across the state in exploring entrepreneurship as a career option this summer.



Using the EntrepreneurShip Investigation curriculum as the foundation, young people were given the opportunity to meet

local entrepreneurs, explore their own strengths and talents, and develop a business based on those strengths and interests. Read on to learn more about two of the ESI camps!

Butler County 4-H Hosts Another Successful ESI Discovery Zone Camp

Last year, Butler County held one of the pilot EntrepreneurShip Investigation (ESI) summer camps and it was a great success.



Because of that success, David City played host again during the week of

June 8th-11th. The camps use the new ESI curriculum as the foundation for the camp and bring in lots of local

entrepreneurs to share their stories. And, this year, StrengthsExplorer has been added to the ESI experience.

Campers had a great time learning about entrepreneurship while actually developing their own products and then selling them at the end of the camp.

Each day of the camp had a specific theme so read on to share the excitement experienced by the campers.

Day 1—Investigating an Entrepreneur

The nervous campers had a chance to get to know one another and relax with a welcome and ice breakers, followed by taking the Gallup StrengthsExplorer instrument.



StrengthsExplorer is an exciting and fun way for middle school aged youth to discover their top strengths. And, the campers loved it!

Then they began digging into what it takes to be an entrepreneur and investigating the entrepreneur profile. An important aspect of the camp was to investigate “the entrepreneur down the block” by visiting local entrepreneurs and having them speak throughout the four days.

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We're on the web!

www.nde.state.ne.us/entrep



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ENTREPRENEURSHIP INVESTIGATION CAMPS FLOURISH ACROSS NEBRASKA

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During the morning they also thought about the risks taken by entrepreneurs, used Google Earth to see how communities have changed, and peeked into the future.

After a lunch break, they delved into “I’m Bored, Our Community Needs This,” uncovered their own new business ideas and chose one to pursue during the camp. The day ended with a celebration and the announcement that they were now ESI Explorers.

Day 2– Developing the Business



Local newspaper editor talks marketing and publicity.

Day two dawned bright and early as t h e y m e t entrepreneurs and explored the importance of listening to their own personal consciences and the importance of reputation to a business’s success.

Linked to that theme, of course, was a look at the difference that they personally can make, how to sell themselves and their ideas, and the important role that customer service plays.

Later in the morning they wrote a business description, identified their competitive advantage, keyed in on their target audiences, and thought carefully about where their customer base would come from. Creativity came to the forefront as they brainstormed business names, slogans, and logos, and then developed business cards.

The afternoon was spent developing a product supply list so that their parents could purchase them that evening. After that it was Field Trip Time and a return to David City by 3:00, tired by enthusiastic about all they had learned.

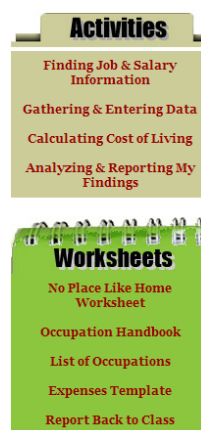
Day 3 – Your Business Inspection

The day again began with meeting entrepreneurs and learning about budgeting, funding sources, and how to stay in business (and out of court). Copyright, taxes and other legal “stuff” were real eye-openers for the campers.

Then it was on to product development and working in teams on their products and costs, spending time assembling and making the products, collecting and organizing clues, tracking their expenses, and developing an income statement and balance sheet for the businesses. And, the nitty gritty details of writing a check, completing receipts, and recordkeeping were investigated as well.

Another field trip to investigate more local businesses followed in the afternoon then it was heading home time.

Day 4 – ESI Market and What about Nebraska?



Day four was all about the ESI Market and digging deep into what Nebraska has to offer.

That morning they met more local entrepreneurs and learned about small town opportunities, worked more on their products, and used the “No Place like Nebraska” online tool on the ESI website to explore how much it costs to live in Nebraska compared to other locations around the U.S.

The rest of the morning was spent on a bit of review on customer service, preparing for the ESI Market, and getting their cash boxes ready for when customers would begin to arrive during lunch.

And, at last, it was ESI Market time! The ESI Market Place was set up at Winfields on D Street in David City during lunch time (12:00-1:30 p.m.) so that customers could view their wares.

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ENTREPRENEURSHIP INVESTIGATION CAMPS FLOURISH ACROSS NEBRASKA

(Continued from page 2)



ESI Campers offer their amazing wares in David City during the last day of the Camp and taste buds were tingling!

The young entrepreneurs were off and running selling what they had created during the camp! After a successful sales period, they added up their sales, determined their profits (or losses) and paid the bills.

Celebration was in order and each ESI camper was pronounced an ESI Detective and they were sent home with a feeling of achievement and a whole new appreciation for entrepreneurs and living in Nebraska.

Central Community College-Columbus Hosts 4-H ESI Discovery Zone Entrepreneurship Camp from July 20-22

An ESI camp was also hosted at Central Community College beginning on July 20 and concluding on the 22nd. This one was a three-day E-camp experience.

The program was action-packed, engaging, and kept the students learning, moving and thinking about becoming an entrepreneur throughout the three days.

Day 1 focused on Investigating the Entrepreneur. Camp leaders Nancy Eberle, Dennis Kahl, and Doris Lux kept the E-campers in constant motion through an array of experiential learning exercises and the

chance to hear from entrepreneurs and touring local businesses.

A unique aspect of the first day, just as in Butler County's camp, was that the participants were among the first to be able to access the Gallup StrengthsExplorer instrument that is a new part of Unit One of ESI.

Day 2 found the ESI camp participations busy with Your Business Inspection. Exploring the importance of ethics and strong customer relations was a major theme running throughout the morning.

Then real-world activities occupied the budding entrepreneurs as they identified target markets, brainstormed business names, slogans, and logos, and developed business cards for their businesses.

Campers developed a one-page promotional flyer, created supplies lists, explored e-commerce, and gained an understanding of the importance of knowing about legal matters such as copyrights, taxes, and other legal "things" that are often overlooked.



Discussing finances for a new business start up.

And, the importance of financing, pricing, and product development was reinforced in the afternoon as well. Then it was on to downtown Columbus to visit an array of businesses, back

to the campus for dinner and more work on product development and support systems, and the opportunity to hear from an internet-based entrepreneur.

Begin and end your strategy with a clear understanding of your customer.

**—Corey V. Tornece, Animax Entertainment
(Fast Company, September 2009)**

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SMALL LOANS, BIG IMPACT

By World Herald Staff Writer, Stefanie Mong

Tonya Ward of Omaha has wanted to start a nonprofit organization, Energy Rescue, for the past couple of years.

Energy Rescue would provide assistance to people who couldn't afford their utility bills. But Ward, a single mother of two whose income falls below the poverty line, was unable to get a small bank loan to move her idea forward.

And without funding, she was helpless.

"No bank would help me," she said.

That changed last month (July, 2009), when Ward received a \$1,500 loan from Grameen America, the microfinance institution that opened its second U.S. branch on June 29 in Omaha. The first U.S. office opened in the Queens borough of New York City in January 2008.

Grameen America is a subsidiary of Grameen Bank, an international nonprofit lending institution that provides small loans to women living in poverty in 100 countries.



Muhammad Yunus founded Grameen Bank in Bangladesh in 1976. In 2006, Yunus and Grameen Bank jointly received the Nobel Peace Prize, and recently, Yunus was at the White House to receive the Presidential Medal of Freedom from President Barack Obama. The award recognized Yunus' efforts to alleviate poverty through entrepreneurship.

Grameen Bank says it distributes more than \$100 million in loans per year and has a 98 percent repayment rate.

The Omaha branch, at 5002 S. 24th St., has issued loans totaling more than \$100,000 to women in south Omaha in its first six weeks, said Habib Chowdhury, general manager.

To qualify for a loan, borrowers must form groups of five women from the same neighborhood. They must use the money for some type of entrepreneurial activity.



Grameen says it doesn't determine creditworthiness by collateral. Instead, loans are issued "based on trust and commitment — nothing more."

Chowdhury said the groups meet weekly to support one another and their business ventures. "More people, more strengths," he said.

Nineteen groups of borrowers have been formed in Omaha, Chowdhury said. With some of the money, women have started a cosmetic sales business and have purchased sewing machines or cleaning supplies to start their own companies.

Ninety-five percent of loan recipients have been immigrants, primarily from Latin America, Chowdhury said.

Borrowers can get loans for up to \$1,500 in the first year and are eligible for larger loans after the initial loan is paid off. Loans have a six-month or one-year repayment period and interest rates of 7.5 percent or 15 percent.

Borrowers make weekly payments of 2 percent of the original loan amount plus interest, Chowdhury said. They also are required to save at least \$2 per week, which is deposited in a savings account.

Ward and four other women formed the Grameen-Rosenblatt Women's Association in early July, and each woman received a \$1,500 loan.

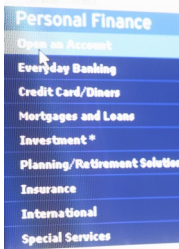
Ward said she used the money to join the Greater Omaha Chamber of Commerce and several women's business groups. She also used a portion of the money to become a Mary Kay cosmetics consultant to earn income while she works on Energy Rescue.

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SMALL LOANS, BIG IMPACT

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Ward said she makes weekly loan payments of \$35, which will help her build a credit history. "I'm finally on the board with credit rating agencies."



And for the first time, she said, she has money in a savings account.

The women in Ward's group plan to use their loans in a variety of ways. Cynthia Rojas, who wants to sell her artwork, will buy supplies. Reyna Riveros plans to expand the inventory of clothing and skin-care products that she sells at flea markets.

Maria Morales, who started a cleaning company in 2006, received a loan to purchase supplies, business cards, advertising and shirts for uniforms.

The money was the boost she needed to expand her business, Morales said. She now is working on a business plan with the Nebraska Business Development Center in order to apply for a larger loan from the U.S. Small Business Administration.

"It's almost too wonderful to be true," she said.

The women agreed that meeting as a group has been helpful. Yolanda Dias said the group has helped to open doors through networking. Dias, a seamstress, is working to start her own line of girls clothing called La Princesita.

The women in her group have become confidantes and friends, she said. The meetings also ensure that everyone remains accountable and makes the payments.

Ward said her group wants to prove that "poor people are worthy to receive loans and can pay them back."



Previously, many doors were automatically shut to her, Ward said. "Grameen totally opened the door."

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NET-FORCE MEETS FOR STRATEGIC PLANNING SESSION

The Nebraska Entrepreneurship Task Force, better known as NET-Force, gathered at the Southeast Community College Entrepreneurship Center on July 14th to plan for the future. Formed in 2005, NET-Force was created to further the mission to "Educate, Engage, and Empower Entrepreneurs" across the state.



The group, comprised of representatives from a variety of educational organizations and service providers, is a coalition of impassioned entrepreneurial advocates who volunteer their time and expertise. Members

donate their time and travel to come together at least three times a year to share best practices, organize for events like National Entrepreneurship Week, and promote entrepreneurship as a productive career pathway.

Members of NET-Force were asked to complete a survey prior to the meeting that posed a series of questions focused on the current program of work and potential new directions for NET-Force.

An important outcome of the meeting was the development of a new officer structure with staggered two-year terms. As a result, new officers have been elected with Tim Mittan re-elected to complete a one year term until June 30, 2010. Other officers elected were Glennis McClure (Chair-Elect), Stephanie Fritz (Secretary), and Executive Member-at-Large, Nancy Eberle

New committees were formed including Education, Marketing/Outreach, Data/Information/Research, and Finance.

INVEST NEBRASKA ANNOUNCES NEW OPERATIONAL ASSISTANCE PROGRAM

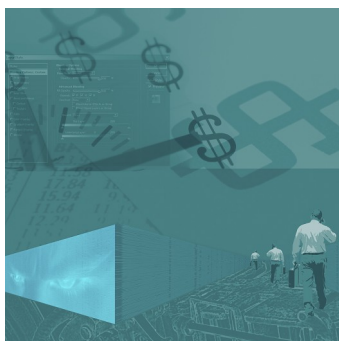
Invest Nebraska Corporation (www.investnebraska.com), a non-profit venture development organization, recently announced the launch of its Operational Assistance program.



The Operational Assistance Program is designed to spark angel and venture capital investment throughout the state of Nebraska. To accomplish this goal, the program is focused on helping companies that have demonstrated potential to attract angel investors (high net worth individuals), or venture capital, in order to become truly ready to attract major capital investments.

“Many companies we see have the potential to get funded but are missing one or two key milestones that angel and venture capital investors seek,” said Dan Hoffman, executive director of the organization.

“This program helps them overcome that last hurdle – whether it be applying for patent protection, developing a working prototype, completing capital raise documents, or conducting market validation research,” he added.



Companies selected to participate in the Operational Assistance Program will receive up to \$25,000 of investment from Invest Nebraska to complete the key milestones that will position them to attract high-growth capital later on.

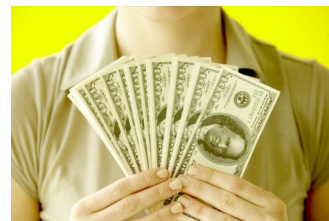
Hoffman indicated that the organization plans to fund at least four to six companies in 2009. Interested companies should complete an application and return it to Invest Nebraska. The application can be found at www.investnebraska.com.

To qualify for the Operational Assistance Program, companies must:

- ❖ Be based in, or willing to relocate to, Nebraska.
- ❖ Have the potential to become backed by angel or venture capital investors.
- ❖ Be positioned so that operational assistance from Invest Nebraska can significantly impact their probability of achieving funding from sophisticated angel and venture capital investors.

“The program is focused on those situations where Invest Nebraska’s capital and assistance can have a meaningful impact on their ability to attract capital,” said Invest Nebraska Corp’s Operational Assistance Committee chairperson, John Gustafson of Ideation Ventures.

“While it is not focused on companies that have many items to complete before raising capital, those companies are invited to apply early to get advance feedback,” Gustafson explained.



Added Invest Nebraska’s chairman, Matt McNair of the University of Nebraska Foundation: “The addition of the Operational Assistance program is an important complement to our regional New Venture Competitions across the state.”

To date, Invest Nebraska Corporation has organized new venture competitions in Scottsbluff, Norfolk and McCook, Nebraska, with two more competitions planned for 2009.

Invest Nebraska is funded through the Nebraska Department of Economic Development and private contributions. To learn more about the organization, visit www.investnebraska.com.

The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer. - Nolan Bushnell, founder of Atari and Chuck E. Cheese's

EXTENSION WEBINAR SERIES BEGINS SEPTEMBER 10TH WITH FOCUS ON VISUAL MERCHANDISING

Visual Merchandising as a Marketing Tool is the kick-off webinar presented by eXtension. Feel free to join in the second Thursday of each month for a free webinar pertaining to issues of interest to small business owners, ag producers, business coaches and mentors.

On Thursday, September 10, 2009, at 2:00 p.m. (EST); 1:00 p.m. CST; 12:00 p.m. MST; 11:00 a.m. PST the eXtension Entrepreneurs & Their Communities webinar topic will be Visual Merchandising as a Marketing Tool.

Join Glenn Muske, Oklahoma State University for an informative session on how to use displays and product arrangement to draw customers to your business. Visual merchandising is an excellent way to attract attention to your business. It also can provide information and even "close the deal."



owner should consider visual merchandising as a tool and how it can be done.

Basic principles and design elements will be discussed plus you will see examples of how small business owners have used these in practice. How visual merchandising can be done at low cost will also be a part of the program.

No pre-registration is required and there is no fee to participate. About 10 minutes prior to the start time simply go to the Adobe Connect Pro meeting room at <http://connect.extension.iastate.edu/ecop/>.

You will be presented with a login screen that has an "Enter as Guest" option. Enter your first name, last name and state, then click "Enter Room" to join the conference.

V i s u a l merchandising is more than just making it pretty but acts as a s i l e n t salesperson. This webinar will discuss why the

To hear the audio of the workshop and participate in the Q&A portion of the workshop they will be using a built-in teleconferencing capability of Adobe's Connect Pro conferencing software.

Once you log into the meeting you will be presented with the option to enter your call-back number. After entering your number you will be automatically called and joined into the audio portion of the Web conference on your phone.



Newcomers to online learning are welcome!

The **Entrepreneurs & Their Communities eXtension team** offers a free monthly webinar on a variety of issues of interest to small business owners, farmers, business coaches and mentors. The webinars are presented live on the **second Thursday of each month at 2:00 p.m. (eastern), 1:00 p.m. (central), 12:00 p.m. (mountain) and 11:00 a.m. (pacific)**. All webinars are recorded and archived for on-demand viewing.

eXtension is an interactive learning environment delivering the best, most researched knowledge from the smartest land-grant university minds across America. eXtension connects knowledge consumers with knowledge providers - experts who know their subject matter inside out.



For more information contact:

Connie Hancock
University of NE Extension
Extension Educator
920 Jackson St.
Sidney, NE 69162
308-254-4455 - phone
308-254-6055 - fax
chancock1@unl.edu

27TH ANNUAL ENTREPRENEURSHIP EDUCATION FORUM DOCKS IN HISTORIC NORFOLK, VIRGINIA

Don't Miss Out! Mark Your Calendar for November 6-10, 2009

Why Attend?

The focus of the annual national conference is on building entrepreneurial skills as a lifelong learning process as well as featuring the diversity of exciting entrepreneurs in the area.

The conference will focus on potential entrepreneurs of all ages and the role that entrepreneurship education and training plays in preparing them to create and operate successful business enterprises. Come to share your innovative entrepreneurship programs, ideas, techniques, and products with colleagues nationwide.



The program is filled with keynote speakers, concurrent sessions, and roundtable discussions. And, perhaps most important, the conference is your chance to network with others who are nurturing the entrepreneurial spirit through entrepreneurship education at all levels (K-Adult).

Conference Registration

Plan now to submit your registration to take advantage of early-bird rates! Registration covers the costs of an evening reception, a luncheon, continental breakfasts, a special Monday evening dinner event, and conference materials. The value is unbeatable.

Registration BEFORE Sept. 15:

\$325 for participants (\$225 for presenters)

Regular Registration AFTER Sept. 15:

\$395 for participants (\$275 for presenters)

Scholarships for Instructors

The Coleman Foundation is offering scholarships for 60 teachers from anywhere in the United States to cover the costs of attending the conference. The scholarships will cover much of the cost of attendance. Awards will go to outstanding entrepreneurship instructors with preference given to teachers from Consortium member states and organizations and those that have not received a scholarship before. **Deadline for scholarship applications will be September 25, 2009.** Winners will be notified soon thereafter.

Hotel Reservations

Enjoy the luxury of a top shelf hotel, the Norfolk Waterside Marriott, in the heart of downtown Norfolk, at a very special conference price of \$109 per night (singles or doubles) plus tax.

Explore the opportunities provided by the conference hotel and make on-line reservations at the Norfolk Waterside Marriott here. Or call the reservations desk at 1-800-874-0264. Note that the cutoff date for this special rate is October 19, 2009. After that reservations will be accepted at a space- and rate-available basis. Make reservations early to assure a room at the conference hotel.

Exhibitor Registration

Exhibitors will gain access to leading entrepreneurship educators and entrepreneurship advocates during the conference. Those interested in exhibiting should sign up now to assure a space. Exhibits will be placed in the conference ballroom which will serve as the "central hub" of activities throughout the Forum. Constant contact with those attending the Forum will start for exhibitors on November 7th.

The exhibit fee includes conference participation for one representative, a half-page ad in the conference program, a 30 second spot at the general sessions, and featured promotion on the website and conference program.

FUTURE CEO STARS MAGAZINE NOW FREE ONLINE

Future CEO Stars Goes Electronic

Future CEO Stars magazine is now an electronic magazine!



Many of you are probably familiar with the "Future CEO Stars" magazine that was first published monthly in 2007. For the past two years many in the Consortium for Entrepreneurship Network received a copy through sponsoring organizations. This unique magazine for students, by students, is designed to help promote their entrepreneurial endeavors...and the Consortium member programs that make their ventures more successful!

In an effort to expand readership and make participation more accessible to all young people, and their instructors too, the Consortium has announced that "Future CEO Stars" will now be completely electronic. The advantages for students, young entrepreneur authors, and teachers are many.



Advantages for Students

- ❖ Monthly issues of the magazine free to students of any age in a special new student website.
- ❖ Opportunities for young entrepreneurs to chat with other student entrepreneurs in new social media.
- ❖ Online video updates from the student entrepreneurs.
- ❖ Opportunities for everyone to get involved with America's young entrepreneurs all over the U.S.

Advantages for Young Authors

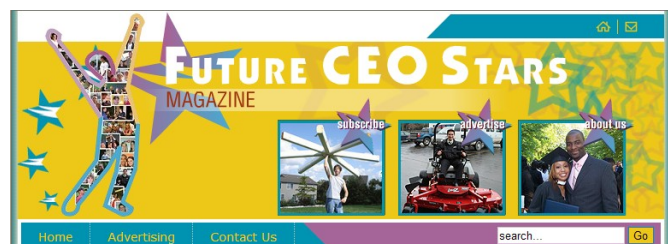
- ❖ Expanded size limitations of individual students' stories, including pictures.
- ❖ Opportunities to add a video updating the magazine story on YouTube that will be posted on the Future CEO Stars website.
- ❖ Year-round opportunity for others to read success stories on the website and contact the entrepreneurs about their businesses; a great marketing opportunity for young entrepreneurs.

Advantages for Teachers

- ❖ A Teacher's Guide is new for each issue, written by Ronni Cohen, and free to all on the Consortium's websites (www.entre-ed.org and www.futureceostars.org).
- ❖ The Guide will provide competency-based activities using the magazine articles each month as the basis for thinking, analyzing, and creating new ideas.
- ❖ Your students can access the magazine and stories from the current month and previous months online during class time or as an out of class assignment.
- ❖ All age levels are included in the student success stories, elementary, middle, high school, and college - as part of the lifelong learning process.

For More Information Contact

Mike Ashmore
Editor
Consortium for Entrepreneurship Education
614.261.6401
Mashmore@entre-ed.org



The Consortium champions entrepreneurship education and provides advocacy, leadership, networking, technical assistance and resources nationally across all levels of education.

SCOOTER'S COFFEEHOUSES – BREWING UP SUCCESS IN NEBRASKA AND BEYOND



Scooter's at 102nd and Maple in Omaha, Nebraska.

One of the examples of a highly successful Nebraska-based entrepreneurial enterprise is Scooter's Coffeehouse. Established in 1998, Scooter's quickly distinguished

itself as one of the premiere franchises in the exploding specialty coffee industry.

At the 2009 Nebraska Summit on Entrepreneurship, Tom Townsend, the President and CEO of Scooter's was one of the keynote speakers. He shared the story of their birth, growth, and current focus on carefully planned expansion.

When I touched base with Mr. Townsend to ask if it would be possible to do an article for Nebraska Entrepreneurship News, he encouraged me to contact Jen Dalbey, Scooter's Director of Franchise Relations and Education. One phone call later and with some calendar checking, we were able to meet at one of their Omaha locations for an informal chat and a great cup of coffee. This article captures the essence of our conversation with some added background information from the Scooter's website.

A Bit of Scooter's History

Scooter's began franchising in 2002, and since then has experienced rapid growth, with more than 80 locations now open or in development



throughout the United States. Scooter's, in fact, dominates the Omaha market.

Scooter's is now in its 11th year of operation. It was started in Bellevue, Nebraska by Don Eckles with one store. Don, whose career was as a DJ at the time, got into the coffee business for one very simple reason; he wanted good coffee. He was in California where there were a lot of unique coffee shops and the market was entering the saturation point. He tested the waters there, realized it was too saturated, and decided to try Nebraska, specifically Bellevue.

It proved to be a great move. The store had great success and with that success came more locations opened by family members and friends who saw it as a winning concept. In fact, Townsend (Scooter's President and CEO) was one of the friends who opened one of those stores.



Since then the business has been on the fast track, beginning as a franchise opportunity with only five stores open. In 2007, Scooter's decided in order to move forward, they should capitalize on the strengths of its franchise business, its stores and its roasting and distributing company.

Now Scooter's Coffeehouse runs as the franchising entity with Tom Townsend as President, and a support staff for franchise sales development, marketing, finance, construction, education, franchise relations and customer service. Harvest Roasting (based in Bellevue, Nebraska) has now become Scooter's roaster and primary product distributor with Don Eckles as President. Scooter's Coffeehouse franchise is now 82 stores strong and located in nine different states.

Ingredients for Success

There are several elements to Scooter's success. But a laser-sharp focus on the customer was evident throughout the interview and by checking out their website. They DON'T do fast food coffee and are more like the quirky one-person owned shops that create a unique bond with their customers.

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SCOOTER'S COFFEEHOUSES BREWING UP SUCCESS IN NEBRASKA AND BEYOND

(Continued from page 11)



Loyalty cards, rather than couponing, have become an important new marketing tool. The cards are totally free and the customer receives 1 point for each \$1 spent.

For example if you purchase a \$4 drink, you will receive 4 points. Once you reach 75 points \$4 is placed in your Retail Merchandise "bank". This "bank" of money is good for beverages and food purchases at Scooter's Coffeehouse locations.

And, the loyalty cards also act much like a cash or credit card. According to their website, most loyalty card customers come in once a week and add \$25 to their card.

Music is even a marketing/outreach tool. As a way to bring customers in, many of the stores are integrating acoustical music performances as a way to attract young customers.

The Franchisee Communication Challenge-Recognized and Met

As with any company that grows from one store to a franchise with many locations spread over a large geographic area, communication is an ongoing challenge. As Director of Franchise Relations and Education, Ms. Dalbey is charged with keeping as little disconnect between franchising and corporate as possible.

Making and building relationships from corporate on through to each individual franchisee is crucial. As part of that relationship-building, they have created a franchise advisory council. The advisory council works in multiple ways. Anywhere from 4-8 meetings are held each year to discuss what's going well, what's selling well, review "test run results" of products, and make changes in things like cup designs.

Consistent and frequent outreach to the franchisees is also fundamental. A two-page newsletter is done twice monthly and has become a primary means of communication. It is housed on the Scooter's portal and sent out with current news, promo changes, tips

and more. Dalbey proudly stated that the "franchisees are buying in to the newsletter as the primary source of current information."

To get information to the frontline employees, Scooter's has begun a new semi-monthly newsletter especially designed for the barista's, called "The Weekly Grind." Dalbey stated, "This is designed to keep our baristas in the Scooter's loop, no matter where they are located, or who owns the store."

Recipes, sales tips, customer service pointers or just plain fun stories of quirky customers can be found in "The Weekly Grind" which Dalbey says has been very well received.



On a macro level, one franchise meeting is held annually with three small regional meetings to discuss promotions, challenges, and new ideas.

Next Steps

Adding franchise locations is important and they have opened their first store in Portland, Oregon. In addition they now have a presence in Colorado and talks going on about going deeper into Texas, St. Louis, and Chicago.

Words of Wisdom about Entrepreneurship

When asked if there were some thoughts she would like to share with young people and entrepreneurship educators, Ms. Dalbey immediately shared some truisms. "It (being an entrepreneur) is not glamorous. It is not get-rich-quick. It is hard work, 16 hour days, 7 days a week and your life is your business."

She speaks from experience, too. As she stated, "I was raised in an entrepreneurial family. If that owner isn't in there, it is much more of a struggle because you (the owner) know what you're doing."

"Whatever you do, whatever business you want, you HAVE to love it. You have to love your customers. You are enveloped. You have to work, work, work. If you don't have the tenacity to do it, it won't succeed."

Targeted Teaching Topic



FRANCHISING — ANOTHER WAY TO BE AN ENTREPRENEUR

Entrepreneurship Can Be Lonely Business



For budding entrepreneurs, franchising is a way to go into business for themselves without being “totally on their own.” It decreases the risk and provides a support system in areas such as accounting, marketing, human resource management, purchasing, inventory control, and much more.

Franchisees also leverage the talent and expertise of their fellow franchisees and the parent company. As with most things, teamwork yields a better result than one individual working on their own. This can be especially true for a novice entrepreneur. And, while it provides advantages, it does not create miracles.

What is Franchising?

Franchising is a method of distributing products or services. At least two levels of people are involved in a franchise system: (1) the franchisor, who lends his trademark or trade name and a business system; and (2) the franchisee, who pays a royalty and often an initial fee for the right to do business under the franchisor's name and system. Technically, the contract binding the two parties is the “franchise,” but that term is often used to mean the actual business that the franchisee operates.



How does a Franchise Chain Start?

If you've read the article about Scooter's Coffeehouse on pages 10-12, you have a bit more insight into how one starts. An entrepreneur has an idea for a new product, service, or format for selling those products and services. As the business becomes successful, the owner(s) often open more outlets. At some point, the entrepreneur may realize that continued expansion requires a system or organizational structure that franchising can offer. He or she then “franchises” the business's name and system of operation and offers the opportunity for others to use these to open their own branches or outlets. Fees and/or ongoing royalty payments are required of the franchisee based on percentages of sales. Voila! A franchise has been created.

What Types of Businesses Franchise?

According to The International Franchise Association, there are now more than 75 different categories for their membership. As their website states, “Typically, you would think of fast food and restaurants first when thinking of franchising, but franchising covers the spectrum from almost A to Z, from advertising/direct mail to construction to dating services to home inspection to security systems to video sales and rentals. Printing and copying services, maid services, computer services, cleaners, lawn care services, real estate, hotels and motels, and travel agencies are excellent examples of successfully applying franchising to established industries.”

Sources: International Franchise Association, <http://www.franchise.org> and Wikipedia, <http://en.wikipedia.org/wiki/Franchising>

ENTREPRENEURSHIP CAMPS FLOURISH ACROSS NEBRASKA

(Continued from page 3)

Day 3 was all about the ESI Market and “What about Nebraska?” Teams continued to work on their products and business development in the morning with a special emphasis on why Nebraska is a great place to be an entrepreneur. How to make a difference and the keys to selling one’s self, customer service, and basic cash transactions rounded out the morning’s agenda. After a delicious barbeque lunch, it was time to set up for the ESI Market, sell their products, and calculate their profit or loss. Graduates of the three days became ESI Detectives with congratulations for all.

Take note Nebraska! These young people are the future of our local communities and the state as a whole. Nurturing the entrepreneurial spirit in our young people is alive and well through the growing number of ESI camps, classes, and after-school



A stop at a Bed and Breakfast



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The Catch the Entrepreneurship
Spirit Team

Gregg Christensen
Entrepreneurship and Career Education Specialist
Instruction and Innovation Team
301 Centennial Mall South
P.O. Box 94987
Lincoln, NE 68509-4987
402.471.4337
gregg.christensen@nebraska.gov
www.nde.state.ne.us/entreped/



For timely information on topics related to entrepreneurship and entrepreneurship education (K-20) at the local, state, regional, national and international levels and to share information with others, sign up for the Nebraska Entrepreneurship Education Listserv log on to:

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